

## **The Perception of Trustworthiness that Influence Customer's Intention to Use**

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**ABSTRACT:** Information technology in Indonesia has been bringing into significant changes to the society of Indonesia. Digital Technology has also brought into the ease of use, efficient and benefit to almost all activities. Financial Technology System is one of which have changed the financial payment system services provided to the customers. The collected data is done by using questionnaire, the population is the research is the customer who used mobile banking system in Jakarta, Indonesia. This is a quantitative research and the sample determination is using Purposive Sampling and the analysis method is using Partial Least Square (PLS). The results of this research indicate that perceived usefulness and perceived value have positive and significant effect towards the intention to use mobile banking system, the variable of perceived usefulness has the most significant influence towards the intervening variable of trust compare to the variable of perceived value of the mobile banking system. The indication that eventhough mobile banking system has offered benefits to the banking customer, but the research indicate that the mobile banking system were not properly used by the customer.

**KEYWORDS:** Perceived usefulness, Perceived value, Trust, Intention to Use

### **I. INTRODUCTION**

The innovation and development of the information technology has made significant changes and has also encouraged people in Indonesia against the information technologies. These significant changes have influenced almost every sector including social, cultural, defense, financial and education.

Financial Technology as one of the information technology system which have referred to as fintech. Financial Technology is a system that blend the information technology and financial system into a different business model. Financial Technology is normally referred to the public in terms of payment system services, including instruments, administrators, mechanisms and the infrastructure in order to conduct payment transaction processing faster, easier and safer.

According to Ramli & Soelton (2018) that all companies need to develop the ability to apply innovation in developing products and processes to be different from competitors in providing the products and services to the consumers. In this case, consumers can distinguish and choose between products and services that provide different abilities and advantages.

The innovation of information technology has been utilized based on the rapid growth of internet users. These developments of information technology have been catered to accomodate the demand of high-speed services, efficient process and to save the expenses compare to the conventional and time-consuming process.

The mobile banking applications include financial transactions, non-financial transactions, fund transfers, balance checking and bill payments. Customers can use mobile banking application to open and close banking account without coming to the bank. All these services can be processed from the customer's mobile phone after they have installed the mobile banking application. All these banking services can be applied by the customers whenever their mobile phone can be connected to the internet.

All the banks in Indonesia are competing to provide mobile banking services to support the effective of using banking transactions, this service is to provide effectiveness and efficiency of customers conducting their various transactions online through their mobile phone. Mobile banking services is expected to reduce the impracticality of manual process and offer practicality to customers in order to perform their banking transactions without have to queue at bank over the counters that are time-consuming and inefficient.

### **Research Gap**

According to several discussions from the previous researchers, and according to Ravichandran et al (2016) explains that most of the commercial banks must show their customers the benefits that they provide by adopting and using mobile banking rather than still using conservative banking methods. Haremilana (2017) explained that the results of the study concluded that the volume of mobile banking transactions had a positive influence on the financial performance of Unguka Bank. Tam & Oliveira (2017) in their research concluded that the topic of m-banking adoption and behavioral interest dominates most of the research, but found very few studies about post adoption. And the most significant way to adopt m-banking is perceived ease of use and

perceived usefulness. Puriwat & Tripopsakul (2017) revealed that banks must emphasize strategies to improve the perception of the perceived usefulness of mobile banking by considering these factors. This study is also one of the first to examine the combined TAM and MSQ model in the context of m-banking adoption. Krisnanto (2018) examines the lack of facilities in digital banking, namely small banks still use digital banking as an alternative to attract customers, the front-page display is too confusing, often unstable, and security is not guaranteed. Maseke (2018) explained that banks should be able to improve mobile banking services that can provide consumers to find out what their expectations are and whether they will be satisfied with the services provided by banks. Johannes et al (2018) explained that the research conducted had a positive influence between usability, customer satisfaction, customer service and trust in the loyalty of the use of mobile banking. Aldiabat et al (2019) confirmed that finding that the Access Supportive factor of mobile banking is very influential on user satisfaction related to mobile banking.

The results of studies of from several previous studies on the mobile banking application has pointed out that most of the researches were analysing on the theoretically side that show the research gap, in this research the author will put emphasize more on the empirical study based on the field observations and the methodological study of the constructed variables of perceived usefulness, perceived value, trust and interntion to use. Generally from the research done earlier, most of them are emphasizing on the theoretically is the research gap that can be found, so the author feel the need to conduct research and study empirically through methodology of the interest in using mobile banking applications whether it is the perceived ease of use, perceived usefulness or the perceived value and the trustworthiness of the system that influence the customer intention to use the mobile banking application.

## **II. LITERATURE REVIEW**

### **2.1. Perceived Usefulness**

Rekarti & Hertina (2014) explained that perceived usefulness has stated the individuals believe to a certian particular technology which will improve the performance of individuals. Perceived usefulness is the perceptions of usefulness defined as the measure where the use of a technology is believed to bring usefulness to those who are using it. According to Kotler & Armstrong (2016:228) that a strong form of segmentation is to group buyers are based on the different usefulness they seek from a certain product. The main usefulness sought by consumers in the product class, the type of consumers who look for every benefit, and the main brands that provide every benefit.

### **2.2. Percieved Value**

According to Putri et al (2018) express that perceived value is the value perceived by the customer which is different between the customer's assessment of all the benefits and costs of an offer against its alternatives. Kotler and Keller (2016:499) assert that perceived value is make up of a host of inputs, such as the buyer's image of the product performance, the channel deliverables, the warranty quality, customer support and softer attributes such as the supplier's reputation, trustworthiness and esteem. Companies must deliver the value promised by their value proposition, and the customer must perceive the value.

### **2.3. Trust**

Budiantara et al (2019) explain that Trust is "the willingness of consumers that depend on other parties and be vulnerable to other parties' actions during a certain process, with the hope that the other party will adopt acceptable practices and will be able to provide the products and services that they have promised". According to Kotler & Armstrong (2016:181) that trust is a descriptive thought that someone has about something. Trust may be based on real knowledge, opinions, or faith and may or may not bring about emotional. Marketers will be interested in the trust that people formulate about certain products and services because this trust shape the image of products and brands that influence consumer buying behavior.

### **2.4. Intention to Use**

Rekarti & Hertina (2014) in the research concluded that the interest of using is namely the intention, it is also defined as a deep desire of doing something that is preferred by the individual. An individual who knows the information of an online site that can make him interested to do something related to which causes a sense of intention. According to Kotler & Armstrong (2016:185) that consumers can form purchase and use interests based on factors such as expected income, expected prices, and expected product benefits. However, unexpected events can change your purchase and usage interests. As such, preferences and even interest in buying and using do not always result in actual purchasing and usage choices.

2.5. Research Hypothesis and Framework

1. The influence of perceived usefulness towards trust

Rekarti & Hertina (2014) explained that perceived usefulness is something that states individuals believe that the use of a particular technology will improve the performance of individuals. Budiantara et al (2019) explain that Trust is "the willingness of consumers that depend on other parties and be vulnerable to other parties' actions during a certain process, with the hope that the other party will adopt acceptable practices and will be able to provide the products and services that they have promised". Thus, the hypotheses that can be formulated in this study are as follows:

H<sub>1</sub>: The influence of perceived usefulness towards trust.

2. The influence of perceived value towards trust

According to Putri et al (2018) express that perceived value is the value perceived by the customer which is different between the customer's assessment of all the benefits and costs of an offer against its alternatives. Budiantara et al (2019) explain that Trust is "the willingness of consumers that depend on other parties and be vulnerable to other parties' actions during a certain process, with the hope that the other party will adopt acceptable practices and will be able to provide the products and services that they have promised". Thus, the hypotheses that can be formulated in this study are as follows:

H<sub>2</sub>: The influence of perceived value towards trust.

3. The influence of perceived usefulness towards intention to use

Rekarti & Hertina (2014) explained that perceived usefulness is something that states that individuals believe that by using a particular technology will certainly improve the performance of the individuals. Rekarti & Hertina (2014) explained that an interest in using something is the intention, generally defined as a deep desire to do something that is preferred. An individual who knows information about an online site can make him interested to do something related to which causes a sense of intention. Thus, the hypotheses that can be formulated in this study are as follows:

H<sub>3</sub>: The influence of perceived usefulness towards intention to use.

4. The influence of perceived value towards intention to use

According to Putri et al (2018) express that perceived value is the value perceived by the customer which is different between the customer's assessment of all the benefits and costs of an offer against its alternatives. Rekarti & Hertina (2014) explained that the interest of using is the intention, generally defined as a deep desire to do something that is preferred. An individual who can make him interested to do something related to which causes a sense of interest is the intention of doing something. Thus, the hypotheses that can be formulated in this study are as follows:

H<sub>4</sub>: The influence of perceived value towards intention to use.

5. The influence of trust towards intention to use

According to Budiantara et al (2019) explain that Trust is "the willingness of consumers that depend on other parties and be vulnerable to other parties' actions during a certain process, with the hope that the other party will adopt acceptable practices and will be able to provide the products and services that they have promised". Rekarti & Hertina (2014) explained that interest of using is something is the intention, generally defined as a deep desire to do something that is preferred. An individual who make himself interested to do something related to which causes a sense of interest is what we call the intention. Thus, the hypotheses that can be formulated in this study are as follows:

H<sub>5</sub>: The influence of trust towards intention to use.

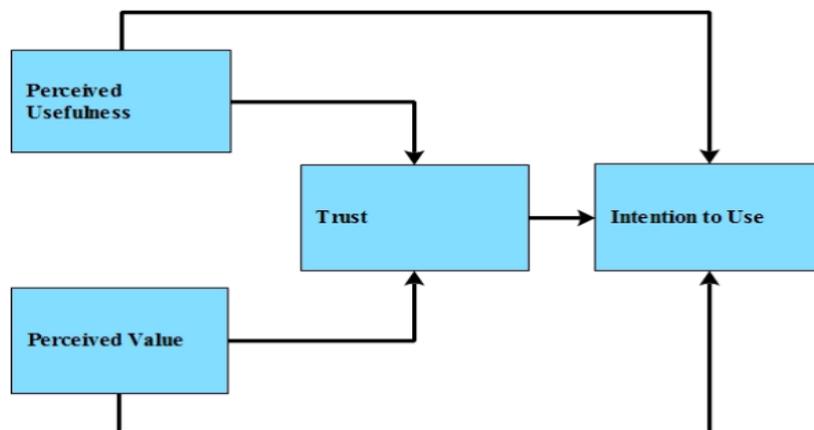


Figure 1  
Research Framework

### III. METHODOLOGY

The research of this study is concerning the strategic marketing management which includes the operationalization variables, the data collection and information collection are based on inquiry and questionnaire review, defining of the population, calculating the sample size and sampling techniques to use. The design of the analysis in the testing research hypothesis is to conduct the customers of mobile banking application in Jakarta, Indonesia. This research start with the preliminary research on 30 customers as the respondent and continue with the formulation of constructed research variables.

The intention of this study is to investigate and reveal the relationship between the research variables mentioned above. This research is using both the descriptive and the verification method and the type of causal investigation is against the relationship and influence between the mentioned exogenous and endogenous. The observation of this research is to use the time horizon with the cross section, the collected data is by obtaining several research done in earlier, the unit of the analysis is mobile banking application used by the customer in Jakarta, Indonesia. The observation unit is the customers who use mobile banking application in Jakarta. The design of analysis is to test the hypothesis and to examine the relationship between the research variables using the software of Partial Least Square (PLS), one of the alternative method of structural analysis from Strutral Equation Modeling (SEM).

The validity test was done by using the sample of 236 respondents randomly against the customers who use mobile banking application located in Jakarta. The attempt of this testing is to examine and find out the eligible of the selected indicators including the overall data collection process.

The reliability test of this research was done by using Cronbach's Alpha coefficient method. The Cronbach's Alpha coefficient is the reliability coefficient which is commonly used as the coefficient that will indicate the variance of items with either correct or incorrect format such as Likert scale format. The Cronbach's Alpha coefficient is mostly used to evaluate internal consistency.

### IV. RESULT AND DISCUSSION

#### 4.1. Results

The results of the research analysis against the customer who use mobile banking application to find out the intention to use the mobile banking application based on the variable of perceived usefulness and perceived value of the mobile banking application. According to the testing result it shows that the most significant influence of the variables towards the dependent variable of intention to use of the customers against the mobile banking application is the variable of perceived usefulness.

The model of analysis above showed that the link between manifest variables (indicators) and each of the latent variables have significant influences. The analysis model that show the validity and reliability test of each of the dimensions and the indicators that are utilized to measure the variables constructed earlier have significant differences. The analysis of the measurement model describe that the value of discriminant validity of the value of square root and the Average Variance Extracted (AVE) with the suggestion value of above 0,5, the loading factor is (>0.5), and the constructed Composite Validity and Reliability value (Cronbach's Alpha >0.70), are concluded that the dimensions and indicators are classified to be reliable. As showed below:

**Table 1 Goodness of Fit Model (GoF)**

Variable	AVE	Composite Reliability	Cronbach's Alpha	R Square	Q Square
Perceived Usefulness	0,650	0,949	0,940	-	0,554
Perceived Value	0,737	0,918	0,881	-	0,431
Trust	0,615	0,946	0,938	0,523	0,467
Intention to Use	0,718	0,953	0,943	0,585	0,216

Source: From Data Processing (2020)

The value of the root square shows that the criterion is strong, with the Q value, the figure conclude that the propose model is supported by the empirical research which is classified as *fit*. At the same time, the value of AVE is larger than 0.5, which show that all the indicaators of the variables in the model are estimated to meet the cirteria of discriminant validity. The value of both Composite Reliability and Cronbach's Alpha for each of the variables are above 0.70, which means that all the researched variables are classified as reliable and the inner model of this research is also classified as *fit*.

The result of measurement from the data processing of model analysis on the dimensions indicates that the overall indicators that were processed above are classified as valid, and most of the value from the loading factors are higher than 0.70.

Table 2 Loading Factor Between Latent Variables and Dimensions

Latent Variables-Dimensions	Loading factor ( $\lambda$ )	Standard Error (SE)	T Statistics ( $ \lambda / SE $ )
Perceived Usefulness → Ease	0.850	0.043	17.596
Perceived Usefulness → Advantage	0.851	0.086	20.428
Perceived Usefulness → Allocate	0.746	0.023	21.682
Perceived Value → Performance	0.848	0.054	19.539
Perceived Value → Deliverables	0.831	0.026	18.749
Perceived Value → Quality	0.812	0.080	19.848
Trust → Integrity	0.719	0.056	24.539
Trust → Honesty	0.819	0.038	22.740
Trust → Goodness	0.852	0.082	22.462
Intention to Use → Expected Benefits	0.781	0.089	17.659
Intention to Use → Expected Usability	0.810	0.049	25.639
Intention to Use → Expected Profit	0.867	0.048	15.736

Source: From Data Processing (2020)

The results from the testing model analysis of the research variables against the dimensions indicate that most all of the dimensions are classified as valid with the value of t count above the t table (2.01).

The value of path analysis in several of the structural model must be classified as significant. This significant value can be obtained by using the bootstrapping procedure. The significance of the hypothesis is justified from the value of the parameter coefficient and the significance value of the T-statistics showed on the bootstrapping algorithm report. To find out the significant or insignificant of the T-table at alpha 0.05 (5%) = 1.96. Then, T-tables are to compare with the T-counts (T-statistics) as explained below.

Table 3 The Result of Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( $ O/STDEV $ )	P Values
Perceived Usefulness → Trust	0,346	0,369	0,184	5,428	0,035
Perceived Value → Trust	0,152	0,263	0,179	4,253	0,045
Perceived Usefulness → Intention to Use	0,236	0,034	0,163	2,844	0,000
Perceived Value → Intention to Use	0,265	0,258	0,065	3,983	0,000
Trust → Intention to Use	0,018	0,023	0,051	7,347	0,023

Source: From Data Processing (2020)

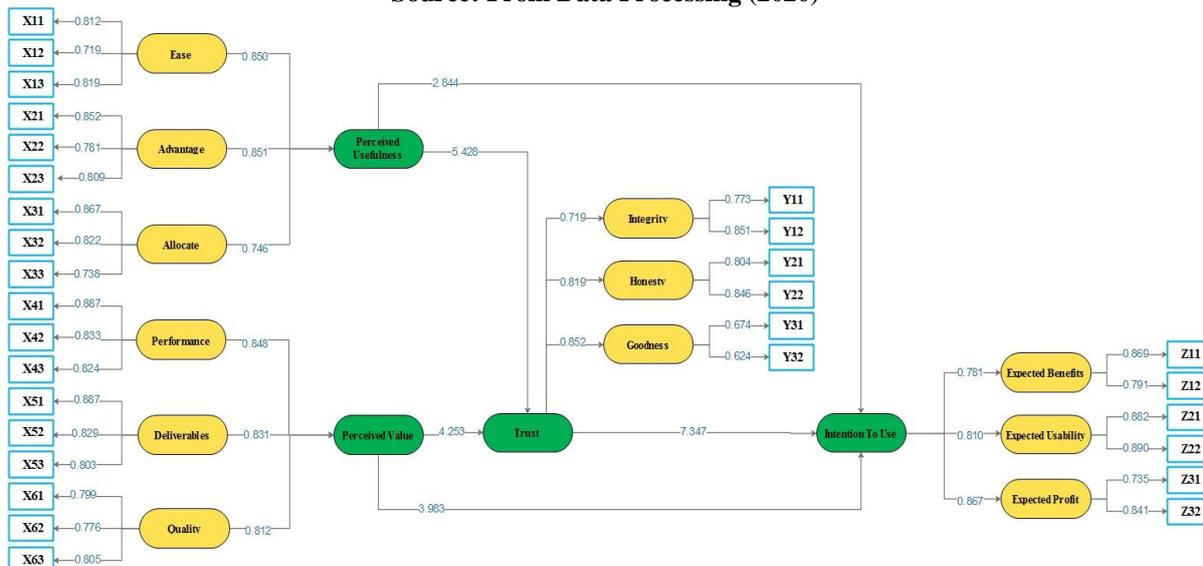


Figure 2 Hypothesis Testing  
Source: From Data Processing (2020)

The results of the hypothesis testing indicate that the variable perceived usefulness has the highest influence against the variable of intention to use compared to perceived value. The direct effect of perceived usefulness has the highest influence against intention to use rather than the variable of perceived value. The variable of trust as the intervening variable is also an important factor in determining the effect of intention to use the mobile banking application.

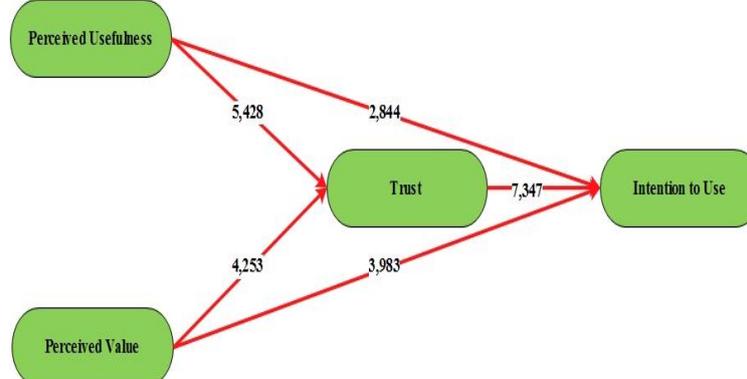


Figure 3 Testing Result  
Source: From Data Processing (2020)

The testing results show above indicate that the variable perceived usefulness has the most significant influence against the variable of trust as the intervening variable with the figure of 5,428, this value is higher compare to the variable of perceived value with the figure of 4,253. The direct effect of the variable perceived value has higher contribution towards the dependent variable of intention to use with the figure of 3,983, this value is higher compare to the direct effect of variable perceived usefulness with the figure of 2,844. The variable trust as the intervening variable also contribute a positive effect on intention to use with the figure of 7,347 which means the intervening variable in this care has a significant effect against the intention to use mobile banking application.

#### 4.2. Discussion

##### 1. The influence of perceived usefulness towards trust

Based on the testing results, it shows that perceived usefulness has a positive and significant influence towards intention to use. The results of the analysis show that the T-statistic value is 5,428 with the original sample 0,184. The Y-statistics value is larger than the T-table 1,96 and original sample is positive which means that the customer of mobile banking need the trustworthiness of the application even the application offered perceived usefulness on the mobile banking application

##### 2. The influence of perceived value towards trust

Based on the testing results, it shows that trust has a positive and significant influence towards intention to use. The results of the analysis show that the T-statistic value is 4,253 with the original sample 0,179. The Y-statistics value is larger than the T-table 1,96 and original sample is positive which means that the customer of mobile banking need the trustworthiness of the application even the application offered perceived value on the mobile banking application

##### 3. The influence of perceived usefulness towards intention to use

Based on the testing results, it shows that perceived usefulness has a positive and significant influence towards decision to use. The results of the analysis show that the T-statistic value is 2,844 with the original sample 0,163. The Y-statistics value is larger than the T-table 1,96 and original sample is positive which means that the customers of mobile banking has the intention to use based on the perceived usefulness offered by mobile banking application.

##### 4. The influence of perceived value towards Intention to use

Based on the testing results, it shows that trust has a positive and significant influence towards decision to use. The results of the analysis show that the T-statistic value is 3,983 with the original sample 0,065. The Y-statistics value is larger than the T-table 1,96 and original sample is positive which means that the customers of mobile banking has the intention to use based on the perceived value offered by mobile banking application.

##### 5. The influence of trust towards intention to use

Based on the testing results, it shows that intention to use has a positive and significant influence towards decision to use. The results of the analysis show that the T-statistic value is 7,347 with the original sample 0,051. The Y-statistics value is larger than the T-table 1,96 and original sample is positive which means that

the customers of mobile banking has the intention to use based on the trustworthiness of mobile banking application

## **V. CONCLUSION, IMPLICATION AND LIMITATION**

### **5.1. Conclusion**

The research of this study has concluded according to the four research variables: perceived usefulness and perceived value as the independent variables, intention to use as the dependent variable and trust as the intervening variable. The results of the framework have concluded that the variable perceived usefulness has the highest influence on intention to use compare to variable of perceived value. Perceived usefulness also has the highest influence directly to intention to use compare to the variable of perceived value.

This research has also concluded on how does the mobile banking application try to attract the customers to chooses their application compare to the rest of the application from the competitors. This research has constructed four researched variables in order to find out the result of intention to use mobile banking application.

The hypothesis testing can be concluded as follows:

1. Customers has chosen to use mobile banking application as their mobile banking application because of the perceived usefulness of the application and preventing from coming down to the bank.
2. Customers understand that mobile banking application is easy to learn and can be used to perform their banking activities.
3. Customers also need to understand and trust the mobile banking application before they prefer to use the application.
4. The finding concluded from the analysis that customers of banking are leaving the mobile banking application because of the difficulty to access the application.
5. The finding also found out that mobile banking application have several deficiencies such as: frequent connection failure, limited banking services and imperfect system.

### **5.2. Implication**

The study of this research has generated several theoretical and practical implications such as:

1. The constructed variables of perceived usefulness and perceived value which have positive and significant effect towards the trustworthiness of the mobile banking application. This result has strengthened and enhance the amount of scientific literature within the scope of strategic marketing concept. The results show that strategic marketing concept can help to participate and contribute on the competitive advantage compare to the competitors.
2. This study has also indicated that the variables of perceived usefulness and perceived value have positive and significant effect against the variable of intention to use of the mobile banking application. This result has enhanced the amount of scientific literature within the scope of strategic marketing concept. The results show that strategic marketing concept can be performed to help the customer to decide which application before they are going to use it as their banking application.
3. The results of this study also indicate that the variables of perceived usefulness and perceived value have positive and significant effect towards the intention to use in relating to the trust of mobile banking application as the intervening variable. This strengthened and increases the amount of scientific literature research within the scope of strategic marketing management and also pointed out that applying strategic marketing is one of the best ways to help customer to compare with the competitors and to win the competitions to acquire the competitive advantage of the company.

### **5.3. Limitation**

This research has limitation only to analyze the customers who will have the intention to use mobile banking as their banking application. This research also limited to the mentioned variable of perceived usefulness and perceived value concerning the intention to use of the digital payment application as the dependent variable, there might be further analysis of variables with a larger population coverage and further variables. There are further investigate that can be done concerning the advantage and disadvantages of the other banking application and also the security of the system wise.

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